



# Our First Annual White Sale

CONTINUES ALL THIS WEEK!

This sale is now a week old and gaining impetus. Those who attended it's first days we're so well pleased they told their friends, who came and helped to swell the crowds the latter part of the week.

**We Offered This Sale as a Criterion—We'll Abide By Your Verdict!**

"Never have such values been known in Phoenix," was a common expression of patrons in attendance upon this great "Dyer" Sale, and never was greater truth uttered. The Laces, Embroideries and White Wash Fabrics were all carefully selected by Mr. Dyer, who gained good sized price concessions because of placing orders early, and for such large quantities, making it possible for us to sell you at prices most merchants pay for their goods.

**If You missed the First, Don't Fail to Attend the Second Week of Our Big Sale.**

**Below You'll Find Specials That Are Worth Reading About!**

**Worth Following Up!**

**Worth Securing!**

**THEY ARE SIMPLY UNAPPROACHABLE!**

**Doors Open at 9 A. M. Sharp.**

## Sale of Housekeeping Linens

The housekeepers, hotel and rooming house managers of Phoenix and vicinity have long since learned to believe in the Linens that we sell. To augment the selling and spread the good name of our Linen Wares is our aim in this sale. Such price cutting loses us a large slice of profits, but it brings the Linens forcibly to your notice.

### READ ON

#### TABLE LINEN

TABLE DAMASK—Cream, 72 inches wide, dirt cheap at 50c—Sale Price, **44c**

IRISH LINEN DAMASK, Full bleached, 70-inch, five rich patterns to choose from, regular price 65c—Sale Price, yard, **50c**

TABLE DAMASK—Bleached, 72 inches wide, beautiful finish, choice patterns, regular price, 90c—Sale price, yard, **70c**

TABLE DAMASK—72-inch bleached, finest of satin finish, beautiful designs, regular price \$1.25—Sale Price, yard, **95c**

RICH BELFAST DAMASK—72 inches wide, very finest quality, heavy weight, floral and scroll designs, regular price \$1.50—Sale Price, yard, **\$1.25**

#### TOWELS.

BLEACHED TURKISH TOWELS—Size 18x36, actual 15c value, Sale Price, each, **10c**

SATIN DAMASK TOWELS—Fringed, size 18x36, strictly pure Linen, Sale Price, each, **12½c**

SATIN DAMASK TOWELS—Fringed, size 22x45, extra fine Linen, fancy borders, actual 37½c value—Sale Price, each, **25c**

LINEN HUCK TOWELS—Extra large size, hemstitched, regular price 25c—Sale Price, each, **20c**

#### BED SPREADS.

CROCHET BED SPREADS Full size, hemmed, regular price \$1.00—Sale Price, each, **80c**

CROCHET BED SPREADS Full size, hemmed or fringed, heavy quality, regular price, \$1.50—Sale Price, each, **\$1.25**

HONEY COMB BED SPREADS—Extra large size, extra heavy quality, hemmed or fringed, actual \$2.25 value—Sale Price, each, **\$1.75**

BED SPREADS—MARSEILLES—Largest size, choicest heavy designs, regular price, \$3.25—Sale Price, **\$2.75**

15c Pure Linen Crash At 10c. 18 inches wide, Belfast make, full bleached, heavy quality, strictly all-linen, always sells at 15c—Sale Price, yard, **10c**

#### Sheets and Pillow Cases.

At prices that talk rather loud. HEAVY PILLOW CASES—Size 42x36, hemmed, a bargain at 12½c—Sale Price, each, **11c**

COT BED SHEETS—Size 54x90, good heavy quality, regular price 50c—Sale Price, each, **40c**

FULL SIZE SHEETS—Size 81x90, reliable quality, regular price 70c—Sale Price, each, **60c**

### THERE APPEAR

From time to time, weak imitations of the

**"DYER WHITE SALE,"**

But there is but one conclusion, no other sale, no matter under what name it may be advertised, can supplant the Dyer Sale. It is, par excellence,

**THE SALE OF SALES.**

## White Wash Fabrics

Now ready for your choosing. A truly marvelous gathering of Whites, consisting of Waist and Dress Materials, and at prices lower than we have ever seen quoted in the West, or elsewhere, for that matter. These goods were contracted for months ago, made to our order, and a more magnificent collection does not exist. You'll agree with us when you see them.

HERE IS A PARTIAL LIST OF THE BARGAINS—you'll find many others not mentioned here just as good:

INDIA LINENS—32 inches wide, suitable for hard and long service, actually worth 12½c. Sale Price, yd., **9c**

INDIA LINENS—the same width, made from finest long thread Egyptian yarn—our regular 25c grade, Sale Price, yard, **17½c**

PERSIAN LAWNS—30-inch—they are rich, sheer, beautiful and delicately textured, just the thing for party or evening gowns, worth up to 40c—Sale Price, yd., **25c**

CHECKED NAINSOOKS—27 inches wide, in a large variety of checks, suitable for children's dresses or aprons—Sale Price, yard, **6c**

PLAIN NAINSOOKS—36-inch, of finest, softest quality, real French make, fully worth 25c—Sale Price, yard, **19c**

EMBROIDERED SWISSES—27 inches wide, pretty striped designs and polka dot effects, actually worth up to 35c—Sale Price, yard, 20c and, **25c**

MADRAS WAISTINGS—Soft finish in satin wove effects, stripes and figures, selling regularly up to 60c—**44c**

MADRAS WAISTINGS—Heavy corded and embossed, choice patterns and designs, rich and beautiful creations, worth up to \$1.00—Sale Price, yard, **75c**

### WHAT THE YELLOW TICKETS TELL

The story of high quality, low price and great saving is written on yellow tickets all over the store. It is to your advantage to read the story thoroughly. Don't skip the smallest ticket. It may point to the biggest bargain

## Lace Curtains AND Curtain Nets

New designs and ideas are to be found in this assortment, and at the prices quoted below they are wonderful bargains. The values and selling prices are in such contrast that they are evident to everyone.

25 PIECES OF CURTAIN SWISSES—36 inches wide, in polka dots, figures and fancy open work effects, regularly selling at 12½c—Sale Price, yard, **10c**

5 PIECES OF CURTAIN NETS—From 30 to 36 inches wide, in beautiful floral designs, worth up to 25c—Sale Price, yard, **15c**

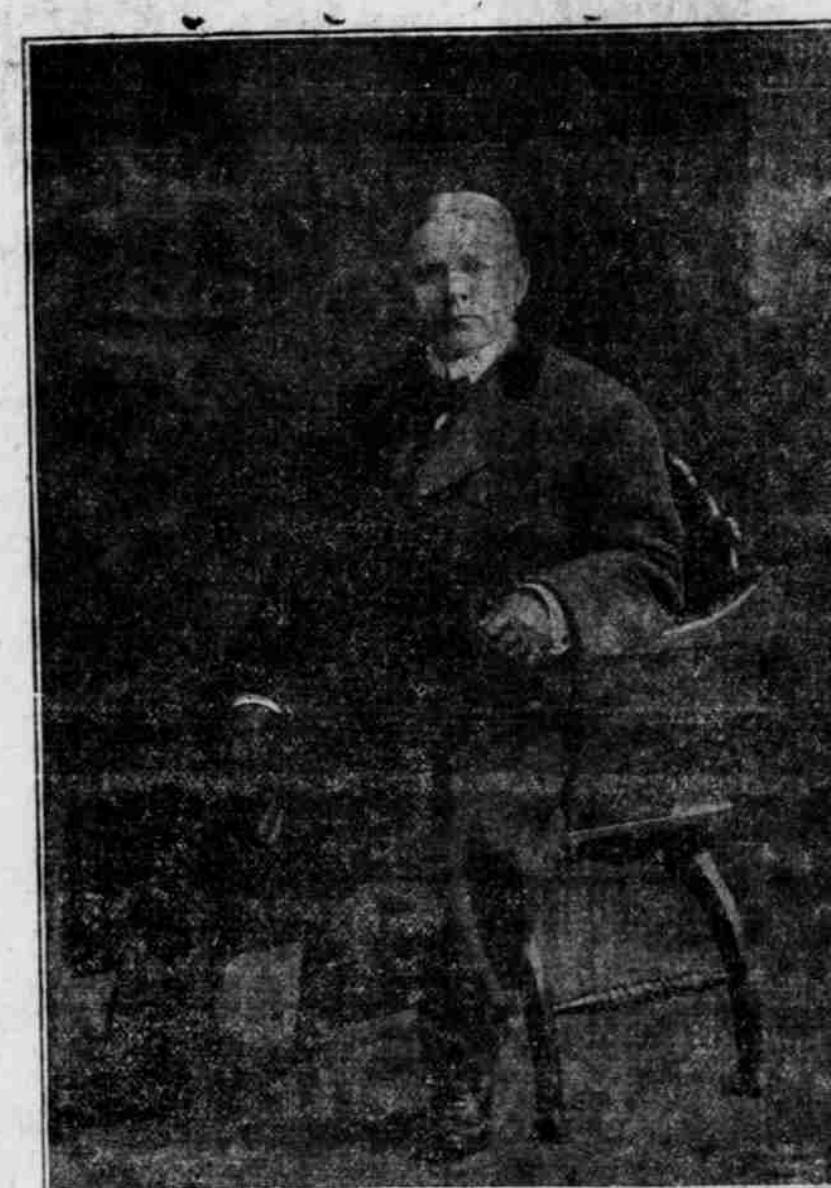
NOTTINGHAM LACE CURTAINS—Good width and length, regular price \$1.00—Sale Price, pair, **75c**

NOTTINGHAM LACE CURTAINS—3½ yards long and 52 inches wide, regular price \$2.00—Sale Price, pair, **\$1.50**

NOTTINGHAM LACE CURTAINS—Some 3½, others 4 yards long, beautiful designs, 54 inches wide, worth up to \$4.00—Sale Price, pair, **\$2.95**

### Mail Orders.

Although it will pay you to come 100 miles and more to this sale, you are requested to use our Mail Order Department if it is impossible to come personally. Mail orders given prompt and careful attention.



Dyer, the man who makes white sales.

Here are a few of the many items of interest:

### EMBROIDERIES.

**Prices Will Certainly Be a Revelation**

3600 YARDS OF HAMBURG EDGINGS INSERTIONS and BEADINGS, in a large variety of neat designs, up to 4 inches wide, worth up to 20c—Sale Price, yard, **5c**

4350 YARDS OF HAMBURG EDGINGS, INSERTIONS and BEADINGS—a beautiful range of patterns, 5 to 9 inches wide, worth up to 20c. Sale Price, yard, **10c**

2240 YARDS OF HAMBURG, NAINSOOK and SWISS EMBROIDERIES, some very elaborate designs, from 10 to 12 inches wide, worth up to 50c—Sale Price, yd., **25c**

ALL OVER EMBROIDERIES—New designs in Hamburg, Cambric, Nainsook and Swiss, an endless variety to pick from, especially priced at, yard, 40c, 65c, 75c, \$1.00, \$1.25 and up.

MATCHED SETS—Never in Phoenix has there been exhibited such a comprehensive stock of these beautiful goods. It embraces Edges, Insertions, Beadings, Flouncings in the latest Ring, Wheel, Drawn Work, and French hand-made effects, in all good grades of Cambric, Nainsook and Swiss Embroideries.

### A Stupendous Lace Sale

AN UNMATCHABLE OPPORTUNITY TO SECURE YOUR SPRING SUPPLY—SEEING IS BELIEVING.

5000 YARDS OF FRENCH TORCHON LACES—From 1 to 3 inches wide, edgings and insertions to match, worth up to 15c—Sale Price, yard, **5c**

4500 YARDS OF ENGLISH TORCHON LACES—From 1 to 5 inches wide, edgings and insertions, worth up to 15c—Sale Price, yard, **5c**

1500 YARDS OF FINEST VALENCIENNES LACES—Edgings and insertions to match, in a beautiful variety of dainty patterns, actually worth up to 15c—Sale Price, yard, **5c**

1900 YARDS OF POINT DE PARIS VALENCIENNES—Edgings and insertions, from 2 to 7 inches wide, worth up to 15c—Sale Price, yard, **5c**

Mail Orders

Carefully and

Promptly Filled

# The New York Store

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